

# BETHANY KIRBY

MARKETING . GRAPHIC DESIGN . CREATIVE DIRECTION .

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November 4, 1990



BethanyKirbyDesigns.com



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## EDUCATION

**Bachelor of Science in Business  
Administration**  
Option in Marketing, Minor in  
Graphic Design

Rogers State University  
Claremore, OK  
2018

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## SKILLS

Creative Direction  
Team Leadership/Management  
Cross-Channel Campaigns  
Storytelling  
Strategic Planning  
Project Management  
Digital/Print Marketing  
Content Creation  
Public Relations  
Analytical Skills

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## PROFESSIONAL PROFILE

Enthusiastic and results-oriented strategic marketing professional and graphic designer aspiring to evolve into a dynamic marketing role. With a fervor for conceptualizing and executing compelling content, I bring a diverse skill set encompassing project management and leadership. Eager to contribute my well-rounded experience, paired with a solid marketing background, towards fostering innovation and driving creative excellence in a collaborative and growth-focused company environment.

## EXPERIENCE

TULSA BALLET | Tulsa, OK | July 2023 – Present

### *Marketing Director*

- Led the 2023-2024 season to consistently surpass revenue and unit targets, achieving record-breaking numbers in subsequent seasons.
- Provided strategic direction to design teams, ensuring a cohesive brand identity across all productions.
- Managed an average of fifteen marketing campaigns simultaneously, demonstrating strong project management skills.
- Reported on sales metrics and managed budgets to ensure resource allocation aligned with goals.
- Developed and led marketing strategies for new annual events, contributing to audience growth and engagement.

PRINTED THEORY | Broken Arrow, OK | June 2022 – July 2023

### *Director of Development*

- Spearheaded a comprehensive rebranding initiative, resulting in a 40% increase in overall sales compared to the prior year.
- Created and managed content across social media, email campaigns, and advertising platforms, enhancing brand visibility and engagement.
- Led sales teams from initial contact through project completion, ensuring client satisfaction and project success.
- Provided creative direction to graphic designers, maintaining high standards of design excellence.
- Analyzed sales and engagement metrics to inform strategic decisions and report on campaign effectiveness.

## INTERESTS

Writing music

Hiking/Kayaking

Traveling

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## MISC.

Served on the board for 83  
United as Parliamentarian – 2024

Published photographer  
(Ballet200 Magazine, 2021;  
Pointe Magazine, 2024)

American Sailing Association  
(ASA) Certified

TULSA BALLET | Tulsa, OK | June 2019 – June 2022

### *Marketing Manager*

- Managed graphic design department, overseeing, conceptualizing and approving all design projects.
- Created and executed marketing campaigns with deadlines spanning graphic design, social media, press and email marketing such as digital and print ad buying and ebcasts.
- Wrote and prepared all press releases and maintained relationships with local, national and international press, handling all communications in public relations.
- Provided videography and photography for entire company, including performance and rehearsal photos and commercials.
- Worked closely with the CEO/Artistic Director on marketing and design projects to ensure their vision and standard of excellence was consistently achieved while maintaining current design practices.
- Project management on several tasks such as annual photo shoots throughout the year, commercial shoots and large mailing campaigns.
- Created content for, strategized and managed social media.
- Maintained company WordPress website.